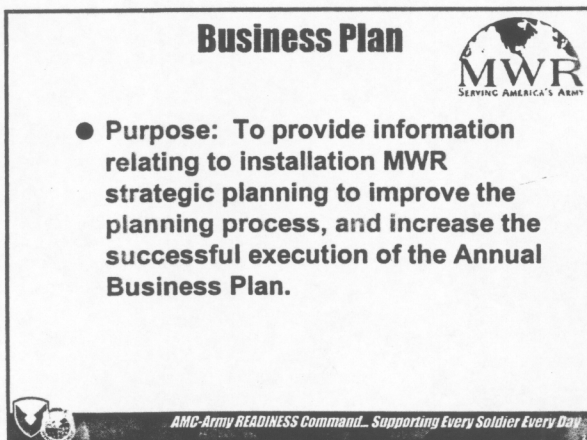
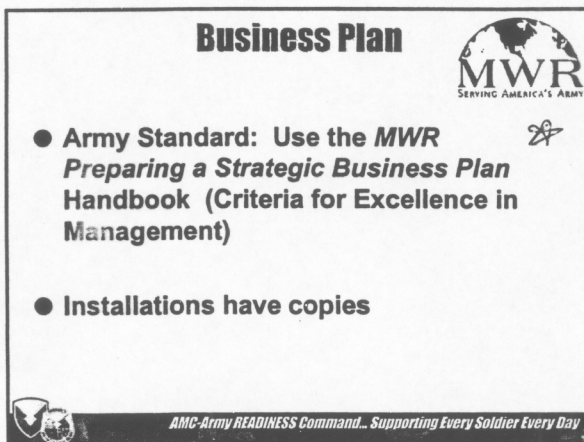


Concise -





ask Glenn

Business Plan



- Planning is essential for managers at all levels (professional and personal)
- Planning is simply the process of what to do, and how to do it
- It is necessary to have a "commitment" to planning
- Don't plan just to satisfy requirements



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Business Plan



- Management Tools Used for Planning Purposes:
 - SMRF (Validates what you should already know/history)
 - TLMS (Scheduling)
 - MWR MIS Module Reports (?)
 - FOOD TRAK
 - Rec Trac
 - Leisure Needs Survey (LNS)/Customer Feedback
 - Industry Information (Staying Current)



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Business Plan

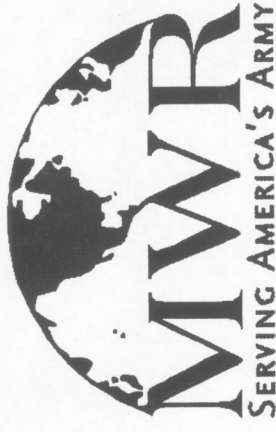


- Basic Planning Model (Mission?)
 - Objectively sense the environment (aware)
 - Gather and analyze pertinent data (LNS)
 - Identify and evaluate alternatives (planning process)
 - Decide what to do (planning process)
 - Implement the decision (execute)
 - Monitor the performance and modify as necessary (feedback and adjust)
 - Historical information/surveys (LNS)

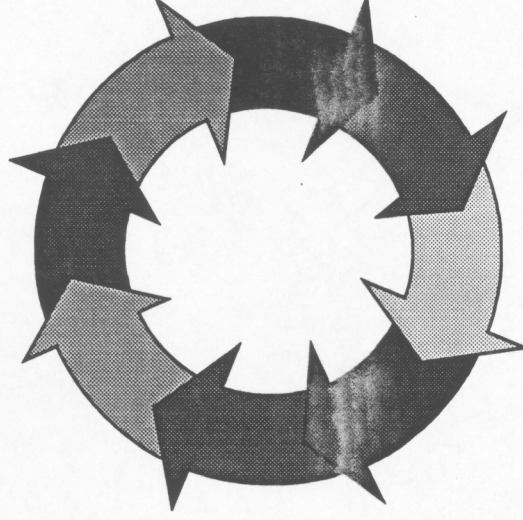


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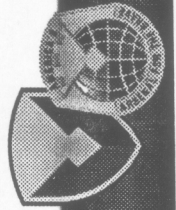
Business Plan



- **Management:**
 - Plan
 - Organize
 - Implement
 - Control
 - Follow-up



- Do your activities use the management process?

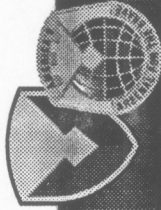


THE ARMY/NAVY/AFRICANA COMMUNITY SUPPORTING SYSTEMS

Business Plan



- Are major changes in your budget identified in your business plan?
 - Implementation of MWR/USA
 - Special Events
 - New Program
 - Loss of Program



Business Plan



- **Mission Statement Example:**

To enhance readiness and retention through a high quality of life by providing Morale, Welfare and Recreation customer-focused programs and services to the U.S. Army Materiel Command

- The Mission Statement should be easily understood by all (employees and customers)



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Business Plan



- **Barriers to Sound Planning**

- I don't have time (Huh!)
- Things change too quickly (point of departure)
- Overwhelmed by information (overload)
- Only a drill to satisfy requirements (no value)
- No buy-in from others (team approach)
- The budget quantifies the program plan



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Business Plan



- Form a planning team (could be individual)
- Agenda and meeting (outline in handbook)
- Evaluate the current plan (?)
- Are all members aware of the plan (?)
- Do they know how they "fit" in the plan (?)
- Did they "participate" in the process (?)
- Is the plan measurable(?)



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Business Plan



- MWR MIS Modules allow measurement
 - SMIRF (Financial Performance)
 - FOOD TRAK (COG/Inventory)
 - Rec Trac (Facility Usage)
 - Golf Trac (Course Usage)
 - TLMS (Labor costs)
- "How am I doing coach?"
 - You are the coaches!
 - Plan versus Performance
 - Attitude versus Behavior!



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Business Plan



UNIT INFORMATION		FISCAL YEAR		FISCAL YEAR	
UNIT NAME	UNIT NUMBER	START DATE	END DATE	START DATE	END DATE
1ST INFANTRY DIVISION	100TH INFANTRY BRIGADE	10/01/00	09/30/01	10/01/00	09/30/01
2ND INFANTRY DIVISION	200TH INFANTRY BRIGADE	10/01/00	09/30/01	10/01/00	09/30/01
3RD INFANTRY DIVISION	300TH INFANTRY BRIGADE	10/01/00	09/30/01	10/01/00	09/30/01
4TH INFANTRY DIVISION	400TH INFANTRY BRIGADE	10/01/00	09/30/01	10/01/00	09/30/01
5TH INFANTRY DIVISION	500TH INFANTRY BRIGADE	10/01/00	09/30/01	10/01/00	09/30/01
6TH INFANTRY DIVISION	600TH INFANTRY BRIGADE	10/01/00	09/30/01	10/01/00	09/30/01
7TH INFANTRY DIVISION	700TH INFANTRY BRIGADE	10/01/00	09/30/01	10/01/00	09/30/01
8TH INFANTRY DIVISION	800TH INFANTRY BRIGADE	10/01/00	09/30/01	10/01/00	09/30/01
9TH INFANTRY DIVISION	900TH INFANTRY BRIGADE	10/01/00	09/30/01	10/01/00	09/30/01
10TH INFANTRY DIVISION	1000TH INFANTRY BRIGADE	10/01/00	09/30/01	10/01/00	09/30/01



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Business Plan

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Business Plan



- Are major changes in your budget identified in your business plan?

- Implementation of MWR/USA
- Special Events
- New Program
- Loss of Program



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Business Plan



- Management:
 - Plan
 - Organize
 - Implement
 - Control
 - Follow-up



- Do your activities use the management process?



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